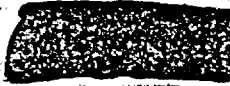



**NEW!**

WARNING: CIGARETTE SMOKING IS DANGEROUS TO HEALTH, AND MAY CAUSE DEATH FROM CANCER, CORONARY HEART DISEASE, CHRONIC BRONCHITIS, PULMONARY EMPHYSEMA AND OTHER DISEASES.



This ad prepared by F.T.C. staff for illustrative purposes only.

**"Taste  new golden taste!  
Richer...mellower than before"**

 new golden leaf tobacco blend does it.  
Tastes richer...mellower...more satisfying.  
A taste that's pure gold.

***The smoking man's low tar***